



NEW JERSEY'S

# AFTER HOURS

MA 3-7800

605 Broad Street, NEWARK, NEW JERSEY

Newark - Elizabeth - Jersey City - Paterson - Trenton - Orange - E. Orange

ISAAC, JOHN AND JACOB  
Invite You To a  
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Isaac on Friday, January 14th at 8:00 P.M.  
John on Saturday, January 15th at 8:00 P.M.  
Jacob on Sunday, January 16th at 6:00 P.M.

Fun - Food - Foxes And You  
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## Newark Office Of **CONSUMER ACTION** **THE POWERFUL TRANQUILIZER**

Main Office  
24 Commerce Street

South Ward Office  
760 Clinton Avenue

West Ward Office  
358 South Orange Avenue

Central Ward Office  
485 18th Avenue

North Ward Office 31 Green Street (temporarily)

East Ward Office 24 Commerce Street, 11th Floor

(The Newark Office of Consumer Action is a division of the City of Newark)



*please pass this along to a sick friend or neighbor*

## POLLY TICKS

October 1976 we are part of the folks who joined the Central Ward Democrats at their First Annual Dance. Under the leadership of Eulis Ward this group has controlled the Central Ward almost 20 years... December 1976 The Kenneth A. Gibson Civic Association gave many affairs highlighting their seven years of being in existence... The Civic Groups named above are two of Newark's finest and they have been shown the know how to exist... Larrie W. Stalks Civic Association is two years old and country wide and county wide, we suggest those that are looking forward to the future - join one or the other today... You can travel the country over, but there's no place like Essex County and particularly Newark and East Orange where Blacks have so much going for them. This is the main reason we have the 'Insiders' and 'Outsiders'... In Chicago Blacks completely dominate their districts under the late Congressman Dawson, in New York, the 11th Congressional district is entirely manned by our own people, with voting strength behind their Black Congressman. Black cover these areas so that the whites couldn't elect anyone if they wanted too.

In Newark, we have 60 percent of the population of our 340,000, yet we only have about 60,000 people registered. This is the pity we could elect a Congressman or any one else if we had a registered strength of 100,000 in Newark, N.J. Everyday we hear our people

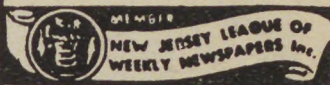
(Continued On Page 24)

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5 to 9 P.M.

*The Little Magazine That Does a Big Job*

Published every Friday by  
Trend Publishing Co. Inc.



A complete independent weekly devoted exclusively to serving the interest of the Negro consumer.

A.B.C. Membership Pending

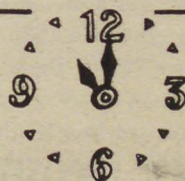
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HERBIE SMITH

MA 3-7800 \* 5:00 TO 9:00 P.M.



**Everybody Reads  
AFTER HOURS**

New Jersey's newest, smallest  
and most circulated  
Magazine



## Polly Ticks (Cont'd)

walking around talking about the future, of what they're going to do about this official or that one. But to me this is just whispers in the wind, because if they don't join a political group and get many others to register and vote, no one can be moved. So many of the would-be leaders who run around fighting the folks that are in, should be marshalling the little folks on how they could prepare themselves for tomorrow,

Every election gives us advantages with the proper leadership.

In 1978, I would like to see the Black and Spanish Leaders have a conference about what way would be up for the black masses. You the public have got to take a hand, ask these men who vie for leadership "Why they cannot support the elected or selected leadership".

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Martin Gottfried, Post

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Bartender:  
Kojak

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372-9533



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CAROL, DEE DEE-(Nites)

Jam & Talent Nite  
Every Monday Nite

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TUESDAY: CRAB NITE &  
The Red Devils Ballteam  
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Hot Turkey Biscuit	1.45	Chicken Sandwich	2.10	Chickadee	1.65
Hot Beef Burger	1.65	Cornd Beef	2.60	Italian Chops	1.65
Hot Turkey Burger	1.65	Pastrami	2.40	ITALIAN HOT DOG	1.25
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**Barmaids: Brown Sugar,**  
**Margie, Elaine, and Cherri**



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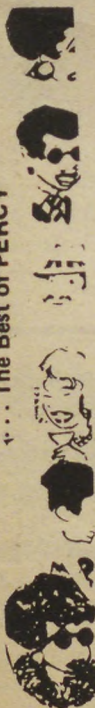
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Staff - Eizora Lett

Ph. Kitchen 355-0680

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about Mr. Fatass!!"





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309 16th Ave., Newark, N. J. - 372-9843

Monday Fish Fry • Tuesday Soul Food  
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Bartenders - Plush, Big Al  
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Jumbo Sandwiches  
Wines / Liquors / Beers

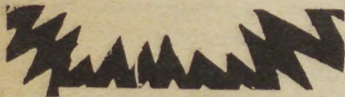
376 SOUTH ORANGE AVE  
NEWARK, N. J.

## ANNOUNCING -

The publication of  
Gospel News  
January

## FEATURING -

News about gospel programs, Profiles on gospel groups, complete with pictures and interviews, profiles on ministers and church columns and church calendar.



## Last Of The BIG TIME SPENDERS

Advertisers please bear with us we are sorry we have been late for two week because of problems beyond our control. . .Thelma's Satellite Lounge - Thelma W. Davis, the owner is one of the most beautiful and very very smart business women of our day. . . Danny Coleman's Place - Out on Broadway and he has built his place brick by brick with his own hands. He is one of the pillars of the business. . . New Archway Lounge - 108 South Essex Avenue in Orange, N.J. is the watering place of owners Drucilla and Johnnie. John Harvard, Sam Upshaw, and Mayor Gibson stopped in to wish them a very successful Grand Opening. . .T.M.C. Oasis - This is a full service super market right on the hill where prices are right!!! Ted, Mervine and Chris are the Owners and they say drop in today. . .Paramount Barber Shop - Clarence, James and Mr. Burnett own and operate this shop and we wish them the best in 1977. The address is 107 West Market Street. . .Club Seville - Nita the Queen is back and this place is in the popularity race - smiles. . .Jimmy Caldwell, one of the finest bartenders or mixologist in the business -back home in New Jersey . . .Sidney's Restaurant specializing in Buffet Catering, Birthday Cakes - no order too small and advice is given without obligation. Order 2 days in advance. Call Ted, Mervine or Grady . . .Dan Esposito Olds entire staff at Smugglers Cove for the over a hundred car monthly sale.



you have to taste the  
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a proud  
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The Stewards.

from a sandwich to a  
complete dinner . . .

NEWARK'S FINEST  
**STEWARDS**  
*Restaurant*

## WHAT'S HAPPENING

BY ABE TILLMAN

The Birthday Party for Owner 'Al Walker' of the Bavarian Village was, as expected out of sight. The cars were 2 blocks long on Springfield Avenue just like I said it would be. Al Walker is one of the few down to earth owners in this business and it was a pleasure to see the huge turnout for him. . . The Archway Lounge has one of the most personable Barmaids anywhere in the person of the charming Audrey Martin, who works days from Monday to Thursday. . . The popular 'Paul' of the Won Eleven Club had a swinging Birthday Party last week at this cozy spot on Bloomfield Avenue. . . When was the last time you stopped in to see the popular Claria at the New Comers Lounge? . . . The Marvelous One, Marvin Williams is doing a fine job at his place in Elizabeth. . . Ben Chicken Long still has one of the Swingest places on the Broadway Strip. . . Marion Middleton, Mrs. Spoon, has kept the New Scene jumping with some old and new people doing their thing. . . Safe journey and best wishes for Cherie Wilcox, who drove off across country to Renton in the State of Washington on the West Coast her home. . . Also Good Luck to Angie C. Salzar, the Prudential Insurance Company Saleswoman on her new job. . . Club 41 on Rector Street had a smash bash last Friday Night and all of the social folks were on hand including Councilman Bottone, Taxi Director Ron Tuff, all the girls Gale, Caroline, Helen, Margaret, Linda, Rita, Ruby Dee, Laura Mae, Delma, Jean, Eulis Ward, Anesta and many others swinging.



Kitchen Open 7 Until  
643-9524 - (Cook Donald)

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NEWARK, N. J.

Mon. .... Round Robin  
Tues. - Wed. .... Pool Tournament  
Wed. .... Crabs  
Thur. thru Sun. .... Go-Go Girls  
Barmaids- Louise, Mable, Jom N  
Prop - Jasper Rollins

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DELICATESSEN - RESTAURANT - BAR

Lounge Available for Parties on Premises Catering 10-100

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Catering Service 10 to 50 Bartenders: W.D., Robin, Frank

220 SPRINGFIELD AVENUE

NEWARK, N. J.



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Marion and Eddie D. (Nites)

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Crab Nite

EVERY TUES AND SUNDAY

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## New Nina's Good Time

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NEWARK, N. J. • Cor. 18th Street**



**THURSDAY -**

**FRIDAY - SATURDAY - SUNDAY - GO GO**

**TUESDAY - TALENT NITE**

**Barmails: Joyce, Shelia**

**Bartender: Ron**

**Prop: Roy & Nina**





W.N.J.R. Bill Franklin's  
Bon Voyage Party was  
a swinger (6 Photos)  
before take off time to  
the Bahamas, home of  
Count Basie - smiles.





Office of the Mayor

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NEWARK, N. J.

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Housing, Racism in Pub-  
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... If so, contact your  
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Commission.

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Call 733 - 3890

Ext. 581



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"SMALL & BIG TIME SPENDERS"  
AGREE THE PRICE IS RIGHT

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You'll Be Glad You Did

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Danny Williams ..... President  
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643 - 2108



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Jack  
Gayle

485-9897



STAFF - Gloria and Lolida

Tel. 926-8815

"The Friendliest Place in Town"

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STAFF: Gloria, Liz, Jackie, Sue, Sarah,  
Mack, Sam, John, Stokes & Jacob, Mgr.

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BIRTHDAY PARTIES AND CLUB  
MEETING ROOMS

For Your Eating Pleasure -

Fine Food at All Times

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**YOUNGSTERS CAN TAKE  
THE PLEDGE—to help pre-  
vent fires.**

I will never play with matches.

I will never start a fire.

I will tell my friends not to play with matches.

I will never go near a fire unless a grown-up is with me.

I will never use the stove unless my mother says I may and only when she is right there with me.

I will learn what to do in case of fire.

I will learn how to turn in a fire alarm.

I will never turn in a false alarm.

I will always be a good Junior Fire Marshal. I will try to make Mom and Dad, my teacher and our firemen proud of me.

## The After Hour News

BLACK PAGES

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OFF THE EDISON THEATRE!"

—Rex Reed, Daily News

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HOPKINS**

as the Legendary  
Bessie Smith  
"Empress  
of the Blues"



**ME  
AND  
BESSIE**

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*Edison Theatre*

47th Street, West of B'way

Thursday To Sunday  
GO GO GIRLS



11084 ELIZABETH AVE.,  
ELIZABETH, N.J.

Barmails - Chickie, Yvonne, Dorathea  
Bartenders - Sweet Yummy  
'Godfather' Butch  
• Host - Fred Garland



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AUTO LAUNDRY**



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217 ELIZABETH AVE., NEWARK  
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COME ON OVER-YOU'LL SEE

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Mats & Windows Washed  
Extra Wax 35¢

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| 2. COMPOUNDED      | 7. FLOORS SHAMPOOED     |
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| 4. SEATS SHAMPOOED | 9. CLEAN DASH BOARD     |
| 5. CAR WAXED       | 10. WHITE WALLS CLEANED |

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**\$27-** and up

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SAME DAY  
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VINYL ROOF COATED BLACK.	4.95
MOTORS STEAMED.	Trucks \$6.95 up, Cars \$5.95
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HEADLINERS.	10.95
VINYL ROOF, CLEANED, COATED, COLORS.	\$2.95 and up
ENGINE SPRAYED - CLEAR & BLACK.	5.95
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NEWARK, N.J.

243-9582

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RECORDING STUDIO  
IS SEEKING NEW TALENT IN  
GOSPEL — BLUES — ROCK . . .



— Bunny

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ORANGE, NEW JERSEY

Phone Number is 673-7733

YOUR HOSTS WILL BE

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(patented)

**5 extra shots per 5<sup>th</sup>**

One Full Year Guarantee \* Seals guard in each bottle!  
Stop: evaporation, spillage, overpouring. Automatic precision  
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**STOP ALL WASTE**



## Smitty's Owl Lounge

**Formerly Owl Cafe**

366 SIXTH AVE.

NEWARK, N. J.

**483-9579**

Manager - **Lloyd Rich**

Barmaids

**Janice, Dot and Louise**

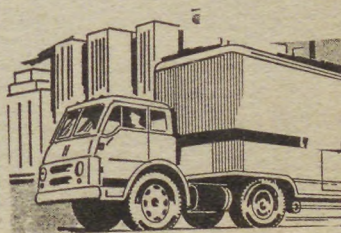
Host - **Clem Smith**

"Party Time, All The Time"

## J. F. Gray

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-- MOVING**

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Phone: **674-5235**









NEW YEAR'S EVE -  
The Kenneth A. Gibson  
Civic Association Dance  
with the 'Crown Heights'  
Affairs Group' until  
3:30 A.M. in the morn-  
ing of 1977 (8 Photos)



# KEY CLUB

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12 noon

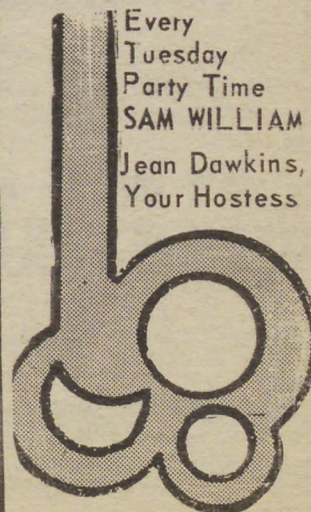
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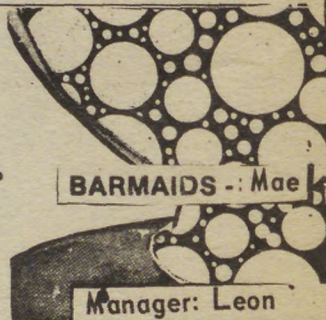


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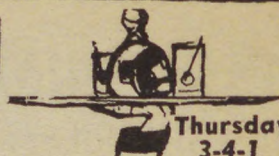
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